

THE CAR OF NO REGRETS

KING

EIGHT CYLINDER

The Eight-Cylinder King Motor Car will henceforth be sold throughout the State of Virginia by the Kaehler Motor Company

The contract between the King Motor Car Company and the Kaehler Motor Company was signed several days ago, following weeks of investigation in an effort to decide upon the best car selling at a moderate price.

When we first decided to add to the line we already had we gave the King only passing notice. We had read in the trade journals of the numerous remarkable performances of the King Eight—the 10,000-mile non-stop car-owners' service test; 4,700 miles on high gear over the mountainous roads of California; its phenomenal fuel economy test from Pittsburgh to Milwaukee; the remarkable showing in Army and Marine Corps demonstrations, as a result of which the King is the only pleasure-car chassis to be adopted for armored equipment; and many other equally notable achievements.

Had we witnessed these demonstrations of King car qualities we undoubtedly would have given them greater consideration. As it was, we visited Detroit with anything but an open mind as far as the King was concerned.

After devoting a week to investigation of these cars, which we had not previously eliminated, we were compelled to leave without making a definite decision.

It was the King Car, the King Factory, and the King organization that made us postpone action. When we looked into the King car in detail; when we saw King factory methods, and when we met the officials of the King Motor Car Company, we realized that we had been overlooking one of the greatest opportunities in the automobile world to-day.

Our Test

But we did not propose to let our enthusiastic impressions carry us away. We drove a King Eight from Cleveland to Richmond. That car was put to the test as few stock cars ever have been. We realized that if we ruined the car on that trip and lost its full purchase price we would have been money in pocket. To have found it defective before tying up to it would have been worth the price of many cars.

That King car did more than any owner will ever expect of a car. It was running better when it reached Richmond than when it left Cleveland. It climbed in high gear every mountain in the Blue Ridge and Alleghany ranges

that must be crossed to reach Richmond. It proved economical of fuel consumption. In the stretch between Washington and Fredericksburg it took more punishment than many cars selling at two and three times the King price would have stood.

And yet we didn't wire the King Motor Car Company to send us a contract. We waited to see whether our enthusiasm would cool off. We wanted an opportunity to see whether others were equally as much impressed with the beauty, comfort and style of the King. We wanted to run it a thousand or two miles without adjustment to see how much service the car needed. We communicated with King distributors in other sections of the country to learn whether they were satisfied with the car.

Without making a single adjustment in the car that was driven from Cleveland to Richmond and for hundreds of miles over the streets of Richmond, we entered it in the slow speed event on Automobile Day at the State Fair. It took the first prize. Its performance on that day, pitted against cars that had been specially prepared and tuned up for the contest, surprised every one, including ourselves.

It was subsequent to this that we signed a contract with the King Motor Car Company.

Your Opportunity

The individual purchaser cannot have the opportunity to test a car for several thousand miles before deciding whether he will purchase it. He cannot make the thorough investigation that we made before choosing his car. We spent many times the cost of a single car and many weeks of real effort determining upon a medium priced car which we would back with our organization, our money, and our reputation. Our decision means the purchase of not merely one King—but many Kings.

To the prospective motor car purchaser we offer—FREE OF COST—devoid of moral obligation, and in a cheerful vein—the benefit of our experience and investigation, the opportunity to inspect the King car, to ride in it, and even to drive it. To neglect this opportunity—to buy a car without considering the King—is to make the mistake which we ALMOST made.

KAehler MOTOR COMPANY

CHAS. S. CLARK,
Retail Sales Manager.

ROBERT F. KAEHLER
Proprietor and General Manager.

JEROME FANCIULLI,
Territory Sales Manager.

Broad at Ryland

Phones Randolph 4986-4987
Norfolk Branch: 713 Granby Street.

Open Nights Until 10 P. M.

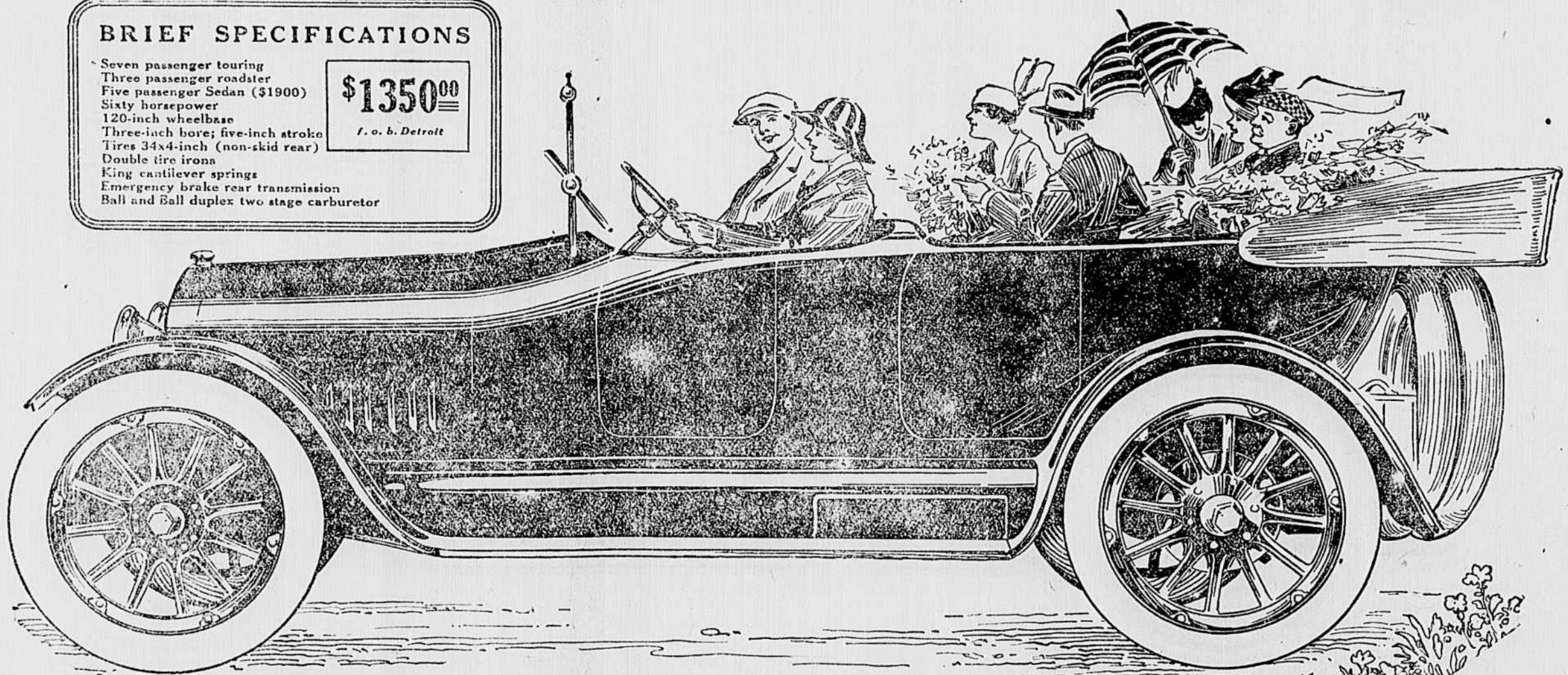
KING CARS NOW ON DISPLAY AT OUR SHOW ROOMS

BRIEF SPECIFICATIONS

Seven passenger touring
Three passenger roadster
Five passenger Sedan (\$1900)
Sixty horsepower
120-inch wheelbase
Three-inch bore; five-inch stroke
Tires 34x4-inch (non-skid rear)
Double tire irons
King cantilever springs
Emergency brake rear transmission
Ball and Ball duplex two stage carburetor

\$1350.00

f. o. b. Detroit



"A Ride in a KING is a Revelation"

